



NEWS RELEASE

CALIFORNIA SECRETARY OF STATE **KEVIN SHELLEY**

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California Secretary of State Kevin Shelley in LA for Voter Outreach Discussions With County Registrar Conny McCormack

LOS ANGELES, CA – Secretary of State Kevin Shelley held discussions today with Los Angeles community leaders, including Registrar of Voters Conny McCormack, to promote voter outreach efforts for the October 7 election.

Shelley and McCormack discussed plans to increase turnout and to educate voters about punch card ballots with members of community organizations participating in the Los Angeles Community Voter Outreach Committee.

Los Angeles is one of six counties in the state that will use punch cards on October 7. The others are San Diego, Solano, Sacramento, Mendocino, and Santa Clara.

“I am here to listen,” Shelley said. “The counties are on the front lines. My job is to be a problem solver. Every county has different needs, and I want to know how I can help on a county-by-county basis. My particular concern is to make sure that adequate voter information reaches all of California’s diverse communities.”

Shelley said he plans a public outreach campaign to increase turnout on October 7. The effort will include visits to community organizations by state outreach workers as well as public service announcements and newspaper opinion pieces to reach voters with information on balloting deadlines and with step-by-step voting instructions. He also said liaisons from his office are working to assist local officials with their own voter contact programs.

The state outreach effort includes the following:

- Visits by election outreach workers to community organizations to boost registration and Election Day turnout. Workers will distribute multilingual materials to assist voters with polling place information, registration and absentee deadlines, and use of county balloting systems.

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- Easy to follow step-by-step instructions on how to use the voting system in each county posted on the secretary of state's web site, www.ss.ca.gov. (On the home page, click the button that reads Statewide Special Election, then click on Questions and Answers, and select "How do I use the voting system in my county?")
- Coordination with county officials to ensure that sample ballots sent to voters in punch card counties emphasize instructions to vote for only one candidate and to thoroughly punch the pre-scored card.
- Coordination with county officials to ensure adequate voter instruction on the use of new voting systems.
- Consultation and cooperation with thousands of community based organizations on voter outreach to help register new voters, publicize deadlines, and explain the use of county voting systems.
- Preparation of multi-lingual informational materials to reach California's diverse communities.
- Multi-lingual public service announcements on radio.
- Opinion pieces in community newspapers providing information on how and where to vote.
- Voter phone-in hotlines in English, Spanish, Chinese, Vietnamese, Japanese, Korean and Tagalog.
- Assistance to counties in recruiting and training multi-lingual poll workers.